

**Subject:** Only in Hollywood Spring 2018 Newsletter

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**To:** <HEDlines@list.hollywoodbid.org>

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## Homelessness: The Tide is Turning

At the recent meetings of both BIDs, executive director **Kerry Morrison** used an example of a lily pad in a pond to describe current efforts to address the homeless crisis in Los Angeles. While only one lily pad may appear, it is multiplying underneath the surface; each day the lily pad will double in size. If the lily pad covers the entire pond on the 28th day, on which day will it be half covered? The answer - the 27th day - illustrates that while things may be happening below the surface, the progress might not be apparent until much later.

There is much being done both at the city



LAPD Hollywood Captain Cory Palka addresses the volunteers at the LAHSA homeless count in Hollywood. (Photo by Devin Strecker)

and county levels to address these concerns, and the Hollywood community is also rising to the challenge. The recent LAHSA homeless count, conducted on January 25, drew over 100 volunteers to the Hollywood count. This is necessary to understand the extent of homelessness in the city, in order to secure the funding needed to address the issues which keep people on the streets, provide supportive services, and ultimately, housing.

Work is being done to ensure funds from voter-passed Measure H and HHH are utilized efficiently. Morrison serves on the HHH oversight committee. The Hollywood "E-6"

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Neighboring BIDs, the Hollywood Entertainment District and the Sunset & Vine District, will both expire on December 31, 2018. The ad-hoc BID renewal steering committee has recommended to renew them as one merged BID, known as the Hollywood Entertainment District. (Photo by Devin Strecker)

## To Renew? Or Not To Renew?

"So what exactly do I get for my money?" Ah, yes, BID renewal season is upon us once again. For those of you who are new owners in the district, or perhaps like me - can't believe how fast 10 years has gone by - it is once again time to renew our Hollywood Entertainment District and Sunset and Vine Business Improvement Districts (BIDs). As you will read in this month's President's Message (page 2), after an extensive amount of work and numerous meetings, the ad-hoc BID Renewal Steering Committee has decided to combine the two BIDs into one, with new operations beginning in January of 2019.

For some, this may not be a big deal, however I'm here to tell you just why this may be the most significant marriage of the decade - after Prince William and Catherine of course (and no, Harry and Meghan don't count, yet). Since 1996 and 2007 the Hollywood Entertainment District BID and Sunset and Vine BID have operated independently. While managed by the same staff, the two districts have maintained independence when it comes to budget and operations. The Hollywood BID's annual budget (approximately \$4M/year) is more than double the size of the Sunset BID (approximately \$1.7M). This budget differential results in a significant disparity in service levels between the two BIDs, despite their adjacency. It begs the question: are

these two areas really that different?

Over the last 18 years, Hollywood has seen both tremendous economic and physical growth. Prior to 2000, there were

### A Tale of Two BIDS

Hollywood BID members have access to approximately six to eight BID officers a day, two ambassadors (five days a week), a homeless outreach worker, 24-hour graffiti removal, and pressure washing that happens anywhere from one time a month, to two times a week, depending on the Zone of Benefit your property is located in. Sunset owners have access to four BID officers a day (two in the morning, two in the afternoon), two ambassadors (five days a week), a homeless outreach worker (same as Hollywood, shared), 72-hour graffiti removal, and pressure washing that happens anywhere from six times a year to one time a month - pretty drastic contrasts in services.

approximately 1,700 residential units in our two BID areas. Today there are over 5,000 units, with another 5,100 in the pipeline!

Additionally, as the workforce has

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**RENEW THE BID IN 2018!** [https://youtu.be/-Amhlt\\_EKsE](https://youtu.be/-Amhlt_EKsE)

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